

Community Profile



California Department of Health Services | Cancer Detection Programs: Every Woman Counts

gold country region

Area Served:

13 Counties – including Alpine, Amador, Calaveras, El Dorado, Mono, Nevada, Placer, Sacramento, San Joaquin, Sierra, Sutter, Yolo and Yuba counties.

Medically Underserved Women Helped:

Over 11,000 women screened for breast cancer from July 1, 1999 to June 30, 2001. They include 41% Hispanic/Latina, 36% Caucasian, 5% African-American, 4% Asian/Pacific Islander and 2% Native American.

Program Contact:

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Most Significant Challenge:

Serving rural and urban women in a hugely dispersed geographic area in a way that meets their different needs. Programs reach across county lines, but must assist women in dealing with the idiosyncrasies of individual county health programs.

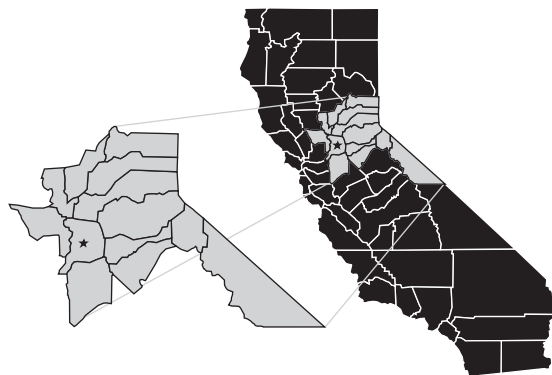
How Challenge Is Met:

The partnership has formed seven sub-regional committees that link counties with common needs and issues for strategic planning and program development. These groups unite to organize regional events.

Program Spotlight:

Raley's Breast Cancer Early Detection Clinic

Developing collaborative relationships in the face of conflicting agendas to unite behind a single objective is a specialty of the Gold Country Region Partnership. And that's how they manage to get more than 60 volunteers to donate over 830 hours to stage their annual Raley's Breast Cancer Early Detection Clinic. Raley's is a supermarket chain in Northern California and Nevada.



Now in its sixth year, the two-day clinic teaches hundreds of local women about the importance of early screening for breast health and actually provides clinical breast exams and mammograms for nearly 300 eligible women.

The event is held in six to eight community locations across the region and brings breast cancer screening services to local women where they live. In trailers donated by local merchants, information is provided and clinical breast exams are performed on-site. A free shuttle service, using donated vans, takes women to local mammography facilities. Because many women must drive more than 40 miles to get to a mammography site, the event provides an especially valuable service. In fact, many local area women now count on the convenience of combining a trip to the supermarket with getting screened for breast cancer every year, and they contact Raley's to find out when the event is scheduled each year.

In addition to Raley's, more than 15 local organizations participate in the unique public/private partnership, including Ford Motor Company, Geweke RV Dealership, Susan G. Komen Foundation, American Cancer Society, Health Education Council and others.